DOCUMENT RESUME

ED 151 526 08 CE 014 980

AUTHOR Berger, Dean; Lokai, Larry
TITLE An Analysis of the Agricultural Supply Businesses and Services Occupation.
INSTITUTION Ohio State Univ., Columbus. Trade and Industrial Education Instructional Materials Lab.
SPONS AGENCY Office of Education (DHEW), Washington, D.C.
PUB DATE 76
NOTE 259p.; Not available in hard copy because of reproducibility problems

EDRS PRICE MF-$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS *Agribusiness; Agricultural Education; Agricultural Skills; *Agricultural Supply Occupations; Agriculture; Business Skills; Communication Skills; Decision Making Skills; Distributive Education; *Employment Qualifications; Job Analysis; *Job Skills; Mathematical Concepts; Number Concepts; Occupational Information; Performance Criteria; Problem Solving; Scientific Concepts; Skill Analysis; *Task Analysis; Task Performance

ABSTRACT

This occupational analysis data was assembled to help teachers develop a course of study preparing students for employment in the agricultural supply businesses and/or services. Following a job description for employees in agribusinesses and/or services, the remainder of the content in standard task analysis format presents an analysis of twelve duties (tasks) of these employees. Each of the twelve duties is broken down into its components (one or more sub-tasks) and for each sub-task the following are given: task statement; tools, equipment, materials, objects acted upon; steps; safety-hazards; decisions; cues; errors; science skills/concepts; math-number systems skills/concepts; and communications (includes performance modes, examples, and skills/concepts). The duties covered are choosing and entering a career in agribusinesses and/or services, developing human relations, managing business money, performing office procedures, advertising and promoting, developing salesmanship, transporting agri-products, storing agri-products, and marketing agri-products. (EM)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

CE 014 980

ED151526

AN ANALYSIS OF THE AGRICULTURAL SUPPLY BUSINESSES AND SERVICES OCCUPATION

Developed By

Dean Berger
Wayne County J.V.S.
Box 378
Smithville, Ohio 44677

Larry Lohai
Northwestern Clark High School
5610 Troy Rd.
Springfield, Ohio 45502

OCCUPATIONAL ANALYSIS PROJECT
-1976-
Director: Tom L. Hindes

The Instructional Materials Laboratory
Trade and Industrial Education
The Ohio State University

TABLE OF CONTENTS

Preface v

Acknowledgement vii

Job Description ix

Duties

A	Choosing and Entering a Career in Agri-Businesses and/or Services	1
B	Developing Human Relations in Agri-Businesses and/or Services	15
C	Managing Business Money in Agri-Business and/or Services	25
D	Performing Office Procedures	39
E	Advertising and Promoting in Agri-Businesses and/or Services	59
F	Developing Salesmanship in Agri-Businesses and/or Services	79
G	Transporting Agri-Products in Agri-Businesses and/or Services	101
H	Storing Agri-Products in Agri-Businesses and/or Services	115
I	Marketing Agri-Products in Agri-Businesses and/or Services	125

PREFACE

Agricultural Supply Businesses and/or Services employees perform many duties in the successful fulfillment of their employment. These businesses are very diversified. Agricultural Supply Businesses and/or Services may be defined as business supplying inputs to produce agricultural products, phases of processing these products, marketing the products, or servicing the land, crops or livestock of an agricultural nature. Many have similar duties that a core of duties may nearly always apply to most employees. The employee may require performance involving: 1)human relations, 2) business money management, 3) office procedures, 4) advertising and promotion, 5) salesmanship, 6) transportation, 7) storage and 8) marketing. In this presentation it is also felt that an employee must also, if he is to succeed in his career, carefully select and choose a proper career. Hence the inclusion of "Career Selection."

It should be understood that the employee of these businesses will have many more duties to perform, but businesses being of a diverse nature, time and space cannot allow analysis of specific employees in this treatise. To completely make a task analysis of specific Agricultural Supply Businesses and/or Services employees, we would recommend that tasks be developed for the list already presented here. In very few instances, perhaps in none, can we assume that the tasks we have presented will be all that is required of the employee.

ACKNOWLEDGEMENT

Acknowledgement is extended to the following persons who provided valuable assistance in the development of this analysis.

Carol R. DiPietro - Communications
Diana Buckeye - Mathematics
Ted Gerber - Sciences

Dr. Larry Erpelding
Ag. Ed. Dept.
The Ohio State University

George Honk
Graduate Research Associate
Ag. Ed. Dept.
The Ohio State University

Lee Foster
Springfield, Ohio

Dr. David McCracken
Ag. Ed. Dept.
The Ohio State University

Special mention and acknowledgement is extended to William Ashley, Faith Justice and Charles Smithson for their assistance and guidance during the development of this analysis.

JOB DESCRIPTION

Agricultural Supply Businesses and/or Services require many duties for the successful operation of these businesses and/or services. Many duties are similar in these businesses, yet, being of a diverse nature, they may vary. The employees in these businesses must be able to practice human relations, manage business money, perform office procedure, use and develop advertising and promotion; function in salesmanship, store and warehouse merchandise, and market products. The degree to which the employee is involved will determine his tasks. Accuracy, efficiency, and quality work will be requirements which the employee must meet. When dealing with customers the employee must be aware that much is lost when customer dissatisfaction develops. He must concern himself with the determination that he not be the cause of customer dissatisfaction.

DUTY A Choosing and Entering a Career in Agri-Businesses and/or Services

1 Survey career field
2 Select career
3 Complete job application
4 Participate in a personal interview
5 Write a follow-up letter of appreciation
6 Complete a placement agreement

(TASK STATEMENT) SURVEY CAREER FIELD*

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Telephone book County directory Dictionary Dictionary of occupations	List employment areas for career opportunities Determine job potentials List features to consider in employment Measure representative businesses versus features	None

DECISIONS	CUES	ERRORS
Definition of Agri-Businesses and/or Services Determine job potential availability Determine features of a business that are needed for career selection	Businesses' functions as related to agriculture Geography, resources, facilities Turnover, advancement, income potential, fringe benefits Prestige, skills required	Including wrong business in survey may lead to wrong career selection

(TASK STATEMENT) SURVEY CAREER FIELD

SCIENCE	MATH – NUMBER SYSTEMS
None	None

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Chart making	Memo format Terminology Logic Usage
Reading	Telephone book, county directory, dictionary, dictionary of occupations	Comprehension Definition Terminology Instructions Locating data

(TASK STATEMENT) SELECT CAREER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Telephone book County directory Dictionary of occupations	Conduct self-analysis Determine employment features that are most favorable to the individual Compare and weigh favorable features with job potentials Evaluate comparison chart	None

DECISIONS	CUES	ERRORS
Determine individual strengths and and weaknesses Evaluate individual job strong points	Know individual's limitations and likes and dislikes Stability, fringe benefits, upward mobility, skills required	Unable to perform at desired level Select wrong job

(TASK STATEMENT) SELECT CAREER

SCIENCE	MATH – NUMBER SYSTEMS
None	None

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Making comparison chart	Spelling Memo format Terminology Clarity of expression Logic Usage

(TASK STATEMENT) COMPLETE JOB APPLICATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Job application form Social security number Personal data on: birth place, past employment, schooling	Obtain application form Complete all applicable information asked for on the form	

DECISIONS	CUES	ERRORS
Is correct application form being used Does this question need to be answered	Job applying for May not understand need of questions being asked	Supply unnecessary or irrelevant information Delete information that may be pertinent to employer

(TASK STATEMENT) COMPLETE JOB APPLICATION

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Fill in application form	Spelling Clarity of expression Legibility
Reading	Follow directions	Comprehension Terminology

(TASK STATEMENT) PARTICIPATE IN A PERSONAL INTERVIEW

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Completed application form Letters of recommendation Birth certificate Transcript or diploma	Set up appointment in advance Be properly groomed and wear appropriate clothing Review company policy Arrive on time for interview Greet interviewer enthusiastically Answer questions honestly Thank interviewer	None

DECISIONS	CUES	ERRORS
Time of interview mutually agreed upon Determine order of questions about possible job	Set interview at convient time Ask direct questions Specify interest areas of applicant	Arrive late Interviewer receives wrong answer Selected for wrong job

(TASK STATEMENT) PARTICIPATE IN A PERSONAL INTERVIEW

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Foster trust Integrity Self-confidence, self-control	None

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking Listening Reading Viewing	Going through the interview process	Poise gestures, enunciation, terminology, clarity of expression, implying Concentration, logic, recognize opinion Proposals Memory

(TASK STATEMENT) WRITE A FOLLOW-UP LETTER OF APPRECIATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Stationary Pen or typewriter	Establish proper recipient Use correct form of letter writing Include proper information in body of letter	None

DECISIONS	CUES	ERRORS
Determine company position of person giving interview Proper information needed in the letter	Courtesy begets consideration Name and position dropping-inflate ego Thanks for time, consideration and pertinent highlights of the interview Offer future services	May never get to person for whom intended May result in a 'ho hum' letter May give impression of unappreciativeness

(TASK STATEMENT) WRITE A FOLLOW-UP LETTER OF APPRECIATION

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Human relations	None

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Composing a letter	Letter form Legibility Spelling Terminology/general vocabulary Clarity of expression Logic

28

29

(TASK STATEMENT) COMPLETE A PLACEMENT AGREEMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Agreement forms Social security number	Obtain agreement form Complete applicable areas Obtain signatures of parties concerned	None

DECISIONS	CUES	ERRORS
Are conditions outlined on the form "workable" or "attainable" Who is to sign	Be sure job demands are compatible with agreement conditions The company representative authorized to sign	May not be able to perform job in hours alloted, equipment supplied May result in illegal placement agreement

(TASK STATEMENT) COMPLETE A PLACEMENT AGREEMENT

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Human relations	Counting

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Fill in application form	Spelling Clarity of expression Legibility
Reading	Follow directions	Comprehension Terminology

DUTY B Developing Human Relations in Agri-Businesses and/or Services

1 Maintain effective relations between fellow employees
2 Maintain effective relations between employee and supervisor
3 Maintain effective relations between employee and company
4 Maintain effective relations between employee and customer

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN FELLOW EMPLOYEES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
None	Recognize features that compose effective fellow employee human relations Recognize constituents of personality make-up Analyze individual personality Avoid personality conflicts with fellow employees	None

DECISIONS	CUES	ERRORS
Determine best procedure to avoid conflicts	Recognition of human relations Personality make-up Individual personality	Poor relationships
Determine best procedure to improve personalities	Analyze individual personality	Non-improvement in own personality

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN FELLOW EMPLOYEES

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Human relations	None

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Developing speech effectiveness (giving orders, sales presentations, discussing job situation, etc)	Terminology, enunciation, clarity of expression, persuasion, logic, gesture, poise
Listening	Fellow employee conversing	Recognize opinions, concentration

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND SUPERVISOR

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Business organization chart Job description form	Interpret line organizational pattern Follow job description assigned Perform tasks assigned by supervisor Keep lines of communications open between superiors Accept helpful suggestions from supervisors	None

DECISIONS	CUES	ERRORS
Follow expected organizational pattern Determine role to play Determine job advancement	Perform job role Work on assigned job Communicate often	Lose job Unhappy supervisor Stop upward mobility on job

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND SUPERVISOR

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Foster cooperation and trust Communicate pride in establishment Exhibit self-respect, control and confidence	None

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking Listening	Develop effective speaking ability Be a good listener	Implying, logic, clarity of expression Recognize opinions, discriminate facts from non-facts
41		42

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND COMPANY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
None	Clarify company policy Recognize company goals Remain loyal to the company	None

DECISIONS	CUES	ERRORS
Let company policy dictate my standards Let recognized moral standards effect actions	Are company policies compatible with my policies and standards? Honesty and above-board tactics	Ineffective, unworkable, dissatisfactory Dissatisfied customers, controversial position between employee/company, ineffective enthusiasm for position

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND COMPANY

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Human relations	None

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Developing speech effectiveness Discussion policy	Terminology, enumciation, clarity of expression, gestures, poise
Listening	Receiving instructions on company policy	Discrimination of facts from non-facts, word definitions

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND CUSTOMER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
None	Proper customer recognition Treat customer with courtesy Interpret needs of customer Fulfill customer needs to comply with company goals Cement strong relations with customer for repeat sales	None

DECISIONS	CUES	ERRORS
Gain customer attention Fulfill needs of customer Develop desire in customer to return for repeat sales	Make proper appearance Customer indicates needs Answer customer questions to meet his needs	Lost sale Improper merchandise sold (dissatisfaction) No return sales

(TASK STATEMENT) MAINTAIN EFFECTIVE RELATIONS BETWEEN EMPLOYEE AND CUSTOMER

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Consider consumer needs Pride in establishment Maintain integrity Self-confidence Maintain customer's privacy	None

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Talking to customer about concerns	Vocabulary, clarity of expression, accuracy, diction, gestures, facial and body features, tact
Reading	Look at customer needs (proposals)	Interpretations, locating data, speed and rate
Listening	Customer concerns	Auditory discrimination, concentration, note taking, logic
Viewing	Codes and emblems	Visual analysis, memory, recognition of codes and emblems

DUTY C Managing Business Money in Agri-Business and/or Services

1 Determine inventory
2 Determine insurance needs
3 Prevent theft losses
4 Managing business money in agri-business
5 Borrow money

(TASK STATEMENT) DETERMINE INVENTORY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Inventory sheets Perpetual inventory card Adding machine Calculator Pencil	Conduct a physical inventory Correct perpetual inventory cards to correspond with results of physical inventory Multiply the quantity of each item by the cost price of each item to get the dollar value of each kind of item in inventory Add dollar values of each kind of item together to get total dollar value of inventory	Heavy items may have to be moved while conducting the physical inventory/personal injury

DECISIONS	CUES	ERRORS
Select the method to conduct the physical inventory Select a method to post results of physical inventory to the perpetual inventory	Method which will work best with the kind of inventory kept Will not confuse the operation of the perpetual inventory	Wrong count taken Posting results of physical inventory may confuse operation of perpetual inventory Items may be added or multiplied wrong giving an untrue inventory

(TASK STATEMENT) DETERMINE INVENTORY

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting Coding – recognize and identify each unit involved by assigning necessary symbols, numerical or literal Addition algorithm Subtraction algorithm Multiplication algorithm

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Numbers	Detail/inference
Writing	Numbers	Detail/inference

54

55

(TASK STATEMENT) DETERMINE INSURANCE NEEDS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Policies Charts	Examine motor vehicle: fire, wind, and hail; theft; public liability; hospital; life insurance; health and accident; workman's compensation; credit life; and social security Organize essential needs of insurance Compare costs and value of policy Figure most needed Take out policy	None

DECISIONS	CUES	ERRORS
Who will be covered Party paying for insurance How much insurance to get	Read policy carefully Know agent	Wrong coverage, not ample May not be able to pay premium Over or underinsured

(TASK STATEMENT) DETERMINE INSURANCE NEEDS

SCIENCE	MATH – NUMBER SYSTEMS
Basic Science	Use of Numbers (without calculation) Counting, Coding Fundamental Operations (calculation) Addition, subtraction, multiplication algorithms

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Listening	Disseminate information	Auditory discrimination, detection of propaganda devices, discriminate facts from non-facts, recognize opinions, concentration, logic, word definition, note taking, noise discrimination
Reading	Review forms	Comprehension, detail/inference, speed/rate, informational reports, recommendation reports, progress reports, physical reports, proposals, description of mechanism, definition, terminology, process reports - instructions
Writing	Listing findings	Penmanship, spelling, classification, memo format, description, reports,

(TASK STATEMENT) DETERMINE INSURANCE NEEDS

SCIENCE	MATH – NUMBER SYSTEMS

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Talking with agents	business letters, terminology/general vocabulary, appropriate diction, clarity of expression, persuasion and sales technique, denotative/connotative words, logic, usage Terminology, general vocabulary, appropriate diction, implying, enunciation, clarity of expression, persuasion and sales technique, denotative/connotative words, logic, gestures, dress, facial and body features, poise, usage

(TASK STATEMENT) PREVENT THEFT LOSSES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Surveillance of equipment List of security force available Files on employee background and recommendations	Identify modes of theft and people involved Recognize steps for prevention	Avoid outright physical confrontation with shoplifter Law officers are to perform this function

DECISIONS	CUES	ERRORS
Who is involved? What is involved? Mechanics of theft?	Shoplifters, employees Money and merchandise Shoplifting, embezzlement, cash register discrepencies	Loss of inventory Money loss
Is a security force necessary?	Many small items, excessive store traffic may warrant security force	Incompetence may result in losses – Costly losses
Have employees been properly screened for honesty?	Employee may be bonded. Reference information stresses honesty in character	
Will physical features aid in prevention?	Two way mirrors, convex mirrors, low shelving, surveillance of equipment	Lack of operation due to mechanical failure
Should employee training in recognition aid in prevention?	Employee is the intermediary between products and money (cost)	Improper employee attitude can sanction losses

(TASK STATEMENT) PREVENT THEFT LOSSES

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Psychology Criminology	Basic Math Skills and Concepts Measurement (linear)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Viewing	Coverage of store area or property involved	Visual analysis
	Customer or visitor clientele	Memory
	Criminals disguises	
Speaking	Employee instructions	Terminology, vocabulary, implying, persuasion, logic
Listening	Conversational leads	Logic
	Criminal disguises	Noise discrimination
Sensitivity	Criminal awareness	Kenetics, body language

(TASK STATEMENT) MANAGING BUSINESS MONEY IN AGRI-BUSINESS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Timesheet or card Adding machine Caculator Employer's guide for tax deductions	Compute minutes and hours worked Figure gross salary Deduct FICA tax Deduct federal tax Deduct state and/or local tax Deduct other forms of payroll deductions such as credit union, dues, uniforms, etc. Compute take-home (net) pay Write paycheck	None
DECISIONS	**CUES**	**ERRORS**
What is the hourly rate or weekly salary? Determine rate of pay to withhold	Follow pay chart set-up along with schedules available	Not correct amount on check

(TASK STATEMENT) MANAGING BUSINESS MONEY IN AGRI-BUSINESS

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Addition, subtraction, multiplication, division, algorithms

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Record information	Vocabulary, outlining, descriptions, organization, spelling, grammar
Reading	Review charts and schedules	Skimming, word recognition, letter discrimination

(TASK STATEMENT) BORROW MONEY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Records Cash flow Balance sheet Loan application form Potential lender list	Determine amount needed List potential sources of supply Compare and rate lenders' advantages and disadvantages to my specific needs Select lender who best meets needs from comparison Submit loan application	None

DECISIONS	CUES	ERRORS
Do I need borrowed money? Who are potential lenders? Do outstanding differences exist between-lenders? Which lender best meets my needs? Have I met criteria of lender's application form	Insufficient capitol to operate business efficiently Uniqueness of lending institution to my business and its needs Comparison of interest rates, service, payback requirements, collateral Lender meets more closely our criteria Filling the application form	May pay for borrowed money when not needed May not qualify under lending laws or procedures Foreclosure, high interest rates, unaccepted application Misinterpretation of lender's qualifications Loan rejected/wrong interpretation

(TASK STATEMENT) BORROW MONEY

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Psychology	General Math Percentages, figure interest, figure repayment, cash flow and balance sheets, ratio

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Loan application	Terminology/general vocabulary, persuasion, clarity of expression, logic, usage
Writing	Loan application	Penmanship, spelling, memo format, description, reports, terminology/general vocabulary, clarity, logic, usage
Listening	Loan application	Descriminate facts from non-facts, note taking, word definition

DUTY D Performing Office Procedures

1 File tax record information and compile information necessary for business taxes
2 Calculate the daily cash balance
3 Make bank deposits
4 Write checks
5 Conduct inventory
6 Audit bank statement and balance
7 Mark up price of products
8 Control inventory
9 Prepare customer account statements

(TASK STATEMENT) FILE TAX RECORD INFORMATION AND COMPILE INFORMATION NECESSARY FOR BUSINESS TAXES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Tax forms Business machines Files to keep receipts	Review personal property tax forms Review real estate tax forms Review sales tax forms Review income tax forms (federal, state and local) Record all necessary information Prepare forms for examiner Take forms and information to examiner Sign completed forms Mail forms to agencies along with any needed money	None

DECISIONS	CUES	ERRORS
Who will compute forms? Where to and when to send forms?	Route to most capable person Return forms on correct date	Taxes figured wrong Late penalty

(TASK STATEMENT) FILE TAX RECORD INFORMATION AND COMPILE INFORMATION NECESSARY FOR BUSINESS TAXES

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Arithmetic Addition algorithms Subtraction algorithms

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Record essential information	Vocabulary, outlining, descriptions, organization, spelling, grammar
Speaking	Listen to results of findings	Pronunciation of words, vocabulary, language, awareness of audience, descriptions – accurate, using gestures/facial expressions
Reading	Review material	Skimming, word recognition, letter discrimination

(TASK STATEMENT) CALCULATE THE DAILY CASH BALANCE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Cash register or drawer Adding machine Invoices Cash Checks Pencil	Determine cash and checks on hand at the beginning of the day Add cash and checks taken in during the day Subtract any money taken out during the day	None

DECISIONS	CUES	ERRORS
Find beginning balance before any transactions in the day are made	Accomplish before opening for business	New cash balance may be confused with the current day transactions Invoice totals may not be consistent with cash and checks taken in or taken out

(TASK STATEMENT) CALCULATE THE DAILY CASH BALANCE

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting Addition algorithm Subtraction algorithm Multiplication algorithm

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Numbers from invoices and adding machine	Comprehension
Writing	Numbers when determining cash balance	Reports

(TASK STATEMENT) MAKE BANK DEPOSITS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Bank deposit slip Calculator Checks Cash Deposit envelope	Fill out bank deposit slip listing checks and cash separately Endorse all checks Total the deposit slip Enclose the checks, cash and deposit in a deposit envelope Deliver to the bank	None

DECISIONS	CUES	ERRORS
Select a time to make bank deposits Select what money is to be deposited Select the method which the deposit will go to the bank	When money is accumulated Part of money may go directly back into cash register Mail, night deposit, or in person	Money may be lost Deposit slip total may not equal the money contained with it

(TASK STATEMENT) MAKE BANK DEPOSITS

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting Addition algorithm Subtraction algorithm

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading Writing	Bank deposit slip, check numbers Bank deposit slip, check numbers	Comprehension Penmanship

85

86

(TASK STATEMENT) WRITE CHECKS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Checkbook Pen	Date the check Fill out to whom the check is to be written Fill out the amount of the check Write down what the check is written for Sign the check Fill out the check stub	None

DECISIONS	CUES	ERRORS
Determine that checking account has enough money to cover the check being written Determine that check has been filled out properly	Check the account balance before writing the check Go over the check after it is written to see if it has been filled out properly	Inadequate balance in checking account to cover amount of check – cause check to bounce Check invalid if not signed properly

(TASK STATEMENT) WRITE CHECKS

SCIENCE	MATH – NUMBER SYSTEMS
None	Addition algorithms Subtraction algorithms

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Information on the check	Penmanship, spelling

89

90

(TASK STATEMENT) CONDUCT INVENTORY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Inventory sheets Pencils Calculator Adding machine	Determine what items are to be inventoried Determine who will conduct inventory Determine procedure for running inventory Conduct the inventory Compile and itemize results Post results Analyze results	Moving heavy or sharp objects/personal injury

DECISIONS	CUES	ERRORS
Select items to be inventoried Select personnel to conduct inventory Select procedure for running inventory	Department or storewide Past work performance Personality Attitude Type of business Personal preference Type of records	Miscounting Miscalculating Incomplete

(TASK STATEMENT) CONDUCT INVENTORY

SCIENCE	MATH – NUMBER SYSTEMS
None	Addition, subtraction, multiplication

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Working in groups; relate item name or number to another person	Clarity of expression
Reading	Product package label and/or number	Penmanship
Writing	Product description and/or number and quantity	Description
Viewing	Recognize kind of product and how many	Recognition of symbols

93

94

(TASK STATEMENT) AUDIT BANK STATEMENT AND BALANCE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Adding machine or calculator Checkbook Pencil Bank statement	Acquire record book or checkbook Align check by numerical order Check off returned checks and deposits by numerical order Subtract checks not returned (outstanding checks) Subtract bank service charge Compare bank balance with company balance Record any change in bankbook	None
DECISIONS	**CUES**	**ERRORS**
Are figures complete? Determine how often to audit books	Observe any figures that did not agree	Figure balance incorrectly Balance not same in checkbook and bank statement

(TASK STATEMENT) AUDIT BANK STATEMENT AND BALANCE

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills Addition and subtraction

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading Writing	Review figures Record results	Skimming, word recognition, letter discrimination Vocabulary, outlining, descriptions, organization, spelling, grammar

97

98

(TASK STATEMENT) MARK UP PRICE OF PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Pencil Calculator Adding machine Invoices	Determine wholesale costs and freight charges Determine overhead costs and reasonable profit	None

DECISIONS	CUES	ERRORS
Determine costs and freight charges Determine overhead costs Determine reasonable profit	Invoices and freight bills Rates (electric, wages, rent, insurance, etc) Amount desired over cost Price in relation to competition	Mark up too high – product will not sell Mark up too low – no profit

(TASK STATEMENT) MARK UP PRICE OF PRODUCTS

SCIENCE	MATH – NUMBER SYSTEMS
None	Coordinate system

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading Writing	Invoices and freight bills Numbers	Recognition of symbols and signs Discrimination of symbols, accuracy

101

102

(TASK STATEMENT) CONTROL INVENTORY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Perpetual inventory cards Purchase order pad Pencil Sales invoices Packing slips Return permits	Determine present stock Anticipate future sales Review past sales records Order products Maintain perpetual inventory Deplete outdated stock	None

DECISIONS	CUES	ERRORS
Determine when to take a physical inventory	Inventory is being depleted	Might miscount inventory
Determine if season is approaching for seasonal sales and sales promotion items	Discrepencies between perpetual and physical inventory	Might overstock inventory
Determine how prices effect quantity ordered	Seasonal demand for product Review price structures	Might understock inventory Might stock improper inventory
Method of transportation	Methods available	Low turnover rate Customer dissatisfaction

(TASK STATEMENT) CONTROL INVENTORY

SCIENCE	MATH – NUMBER SYSTEMS
None	Addition, subtraction, multiplication

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing Reading	Fill out inventory form Write purchase order Perpetual inventory cards	Memo format, penmanship, terminology, clarity of expression Terminology/general vocabulary

(TASK STATEMENT) PREPARE CUSTOMER ACCOUNT STATEMENTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Customer account cards Customer account statements Envelopes Typewriter Pencil Calculator	Determine balance from customer account card Record amount (either debit or credit balance) onto customer account card Write customer's name and address on statement Date statement Write on statement when statement balance is due, discounts, interest charges, etc. Address envelopes and insert customer account statements	None

DECISIONS	CUES	ERRORS
Select when to send customer account statements Determine discounts and interest charges for early and late payment	Monthly Something that will be an incentive to pay on time	Two people with the same name – may send wrong balance due to a customer If accounts are not collected, business may be ruined

(TASK STATEMENT) PREPARE CUSTOMER ACCOUNT STATEMENTS

SCIENCE	MATH – NUMBER SYSTEMS
None	Coordinate system, indexing Addition algorithm

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading Writing	Customer account cards On customer account statements	Informational reports Penmanship

109

110

DUTY E Advertising and Promoting in Agri-Businesses and/or Services

1 Prepare newspaper advertising
2 Prepare radio advertising
3 Prepare direct mail advertising
4 Prepare television advertising
5 Prepare magazine advertising
6 Prepare billboard advertising
7 Prepare a place of business display
8 Develop an advertising budget
9 Prepare an advertising calendar

(TASK STATEMENT) PREPARE NEWSPAPER ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Local survey results of advertising Budget	Review advertising budget Inventory needs of company Determine costs Select paper(s) in which to advertise business Determine product/service to advertise Determine when to advertise products (seasons of year) Analyze length and type of advertising (classified or full page) Evaluate effect of advertisement campaign	None

DECISIONS	CUES	ERRORS
Figure total amount of budget to spend on newspaper advertisements	Follow recommended format for advertising in newspapers	Overspend budget Do not reach proper clients

(TASK STATEMENT) PREPARE NEWSPAPER ADVERTISING

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic probability skills and concepts Basic statistical skills and concepts Linear measure Area measure Time/calendar Money/interest

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Talk with advertisers	Pronunciation of words, vocabulary, language, awareness of audience, descriptions – accurate, using gestures/facial expressions
Reading	Read forms and results	Skimming, word recognition, letter discrimination
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar
Listening	Feedback from newspapers	Discrimination between important/unimportant information, hearing, concentration

(TASK STATEMENT) PREPARE RADIO ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Local survey of results Budget Radio salesperson Continuity writer Sales figures projected estimates, market analysis data	Study needs of company Review advertising budget Select product/service to advertise Choose: what season to advertise product/service Pinpoint target market demographics - psychographics Choose appropriate station(s) to reach market Consult with radio account executive Buy time in accordance with budget Develop campaign components Approve campaign components Evaluate results Alter strategies	None

DECISIONS	CUES	ERRORS
Determine advertising needs for company	Sales figures, market needs; new product development	Ineffective advertising
Modify budget	Determined needs	Over or undersperding
Determine demographics of target market (psychographics)	Market area, season, product	Ineffective advertising
Decide appropriate station(s)	Demographic needs, audience	Ineffective advertising buy
Determine reach and frequency of buy	Needs of campaign - budget	Ineffective advertising buy
Evaluate effectiveness	Sales figures	Ineffective advertising buy

(TASK STATEMENT) PREPARE RADIO ADVERTISING

SCIENCE	MATH – NUMBER SYSTEMS
None	Measurement Money/interest Time/Calendar Basic statistics skills Basic probability skills

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Talk with promoters	Pronunciation of words, vocabulary, language, awareness of audience, descriptions – accurate, using gestures/facial expressions
Reading	Read results	Skimming, word recognition, letter discrimination
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar
Listening	Feedback from audiences	Discrimination between important/unimportant information, hearing, concentration

118

119

(TASK STATEMENT) PREPARE DIRECT MAIL ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Stencils Paper Mailing list Ink	Prepare timely advertisement Procure mailing list Edit script Print copy of script Perform clerical tasks such as folding, stuffing, addressing, and stamping	

DECISIONS	CUES	ERRORS
Decide when to mail list Decide who is on mailing list Determine how many copies to run	Make advertisement timely, accurate, and to the point	Mail to wrong clients Mail at wrong time Overspend budget

(TASK STATEMENT) PREPARE DIRECT MAIL ADVERTISING

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic statistical skills and concepts Money/interest Time/calendar

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Writing	Describe details for printing	Vocabulary, outlining, descriptions, organization, spelling, grammar
Reading	Analyze printing	Skimming, word recognition, letter discrimination

122

123

(TASK STATEMENT) PREPARE TELEVISION ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Local survey result Budget Television salesperson Continuity writer Sales figures, projected estimates market analysis data	Study needs of company Review advertising budget Select product/service to advertise Choose what season to advertise product or service Pinpoint target market Choose appropriate station(s) to reach market Consult with television account executive Buy in accordance with budget Prepare props for show Develop campaign and spot contact Approve campaign components Evaluate results and alter strategies	None

DECISIONS	CUES	ERRORS
Determine advertising needs of company Modify budget Decide appropriate station(s) Evaluate effectiveness	Sales figures, market needs, new product development Market area, season, product Budget and sales figures	Ineffective advertising Over or underspending of budget

(TASK STATEMENT) PREPARE TELEVISION ADVERTISING

SCIENCE	MATH – NUMBER SYSTEMS
None	Measurement Money/interest Time/calendar Basic statistics skills Basic probability skills

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Talk with promoters	Pronunciation of words, vocabulary, language, awareness of audience, descriptions – accurate, using gestures/facial expressions
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar
Reading	Read results	Skimming, word recognition, letter discrimination
Listening	Feedback from audiences	Discrimination between important/unimportant information, hearing, concentration

(TASK STATEMENT) PREPARE MAGAZINE ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
None	Review advertising budget Inventory needs of company Select magazine(s) in which to advertise Determine product/services to advertise Determine when to advertise products or service (season of year) Analyze length and type of advertising (line vs full page) Evaluate effect of advertisement campaign	None

DECISIONS	CUES	ERRORS
Determine costs Figure amount of budget to spend or magazine advertiement Determine frequency to advertise	Follow recommended format for magazine advertisement	Overspend budget Advertisement not appealing to group reading

(TASK STATEMENT) PREPARE MAGAZINE ADVERTISING

SCIENCE	MATH – NUMBER SYSTEMS
None	Linear measure Area measure Time/calendar Money/interest

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Talk with advertiser	Pronunciation of words, vocabulary, language, awareness of audience, descriptions – accurate, using gestures/facial expressions
Reading	Read forms and results	Skimming, word recognition, letter discrimination
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar
Listening	Feedback from magazines	Discrimination between important/unimportant information, hearing, concentration

130

131

(TASK STATEMENT) PREPARE BILLBOARD ADVERTISING

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Company budget	Review budget Contact advertising firms and acquire prices Compare costs with desired form of billboard advertising Schedule frequency of advertising Analyze results of campaign	None

DECISIONS	CUES	ERRORS
Determine if firm wants posters, painted bulletins, multi-vision signs or electric spectaculars Examine costs	Follow recommended format for billboard advertisement	Exceed budget Billboard advertisement placed at wrong location

(TASK STATEMENT) PREPARE BILLBOARD ADVERTISING

SCIENCE	MATH – NUMBER SYSTEMS
None	Linear measure Area measure Time/calendar Money/interest

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Talk with advertisers	Pronunciation of words, vocabulary, language, awareness of audience, descriptions – accurate, using gestures/facial expressions
Reading	Read forms and results	Skimming, word recognition, letter discrimination
Writing	Record findings	Vocabulary, outlining, descriptions, organization, spelling, grammar

(TASK STATEMENT) PREPARE A PLACE OF BUSINESS DISPLAY

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Products Display racks Price book Marking pencil	Pick a location which will readily gain attention Exhibit products in a design (stacking, piles, etc.) Products and display racks should be dusted and present a neat appearance Mark prices on everything which is displayed	Product stocking or piling/fall over Personal injury

DECISIONS	CUES	ERRORS
Select proper location for display	Area near door or cash register	Products not in good location, will not sell
Select products to be put on display	Fast moving items, lots of sales	Products not in neat display, not attractive, will not sell
Determine when to dust and clean products on shelves	Daily, weekly, monthly	
Determine what price to charge for each item	Normal mark up	

(TASK STATEMENT) PREPARE A PLACE OF BUSINESS DISPLAY

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting Ordering Addition algorithm, subtraction algorithm

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading Writing	Instructions on setting up display Prices on products put on display	Comprehension Penmanship, spelling

(TASK STATEMENT) DEVELOP AN ADVERTISING BUDGET

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Sales figures, projected estimates and market analysis data Local survey results	Study company needs Select areas to promote Choose mode of advertising Consult with salespersons Plan frequency of advertising Formulate plan to figure percent of sales, volume to spend on advertising Record results and program findings	None

DECISIONS	CUES	ERRORS
Determine how much to spend Mode to use How often to use various modes	Gross sales figures Available sources of advertising	Too little spent on campaign Wrong mode used Used various mode too often or not enough

(TASK STATEMENT) DEVELOP AN ADVERTISING BUDGET

SCIENCE	MATH – NUMBER SYSTEMS
None	Measurement Money/interest Time/calendar Basic statistics skills

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Review figures	Skimming, word recognition, letter discrimination
Writing	Record results	Vocabulary, outlining, descriptions, organization, spelling, grammar
Speaking	Talk with promoter	Pronunciation of words, vocabulary, language, awareness of audience, descriptions - accurate, using gestures/facial expressions

(TASK STATEMENT) PREPARE AN ADVERTISING CALENDAR

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Past invoices from advertising Costs figures of different modes of advertising	Examine items to be advertised Classify items to advertise Group advertising needs of company by seasons Set (monthly, weekly, daily) advertising schedule Assemble material to use in advertising campaign Record events on calendar Finalize and duplicate calendar	None

DECISIONS	CUES	ERRORS
Decide when to advertise Select mode of advertising Evaluate cost	Create and plan best available calendar for company	Poor timing of calendar Select wrong form of media to use Overspend company budget

(TASK STATEMENT) PREPARE AN ADVERTISING CALENDAR

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts Multiplication and division Addition and subtraction

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Viewing	Analyze, read, view and project needs for advertising	Visual analysis, (see parts in relation to the whole), memory (short and long term retention), logic (ordering of thoughts and perceptions) Recognition of symbols, codes, and emblems
Reading		Skimming, word recognition, letter discrimination
Writing		Vocabulary, outlining, descriptions, organization, spelling, grammar
Listening		Discrimination between important/unimportant information, hearing, concentration
Speaking		Pronunciation of words, vocab., language awareness of audience, description

DUTY F Developing Salesmanship in Agri-Businesses and/or Services

1 Make sales presentation
2 Follow-up past sales
3 Develop a sales campaign
4 Prepare a sales ticket
5 File sales ticket
6 Establish charge accounts
7 Use cash register

(TASK STATEMENT) MAKE SALES PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Sales pad or order forms Calculator or adding machine to figure billing and/or costs Brochures pertaining to product knowledge Tangible product to be sold Companion products (tangible) Adjustment wrenches Operation manual Specifications manual	Properly identify with the customer Greetings Identification Seek out customer needs and wants Gain attention to the product Develop interest in product Build desire to own the product Always keep in mind customer needs and wants May need to sell a ''substitute'' product Answer objections Sell ''companion products'' or ''upgrade the order'' Close the sale	Machinery demonstration Customer and operator stay clear of moving parts Avoid fuel explosions If electrical, take precautions on electrical shock If chemical - take precautions on toxic and/or irritation exposure

DECISIONS	CUES	ERRORS
Should the customer be greeted on a Mr./Mrs. basis? Determination of customer needs and wants Have I built enough desire and interests? Determine that substitute will meet customer needs and desires Are legitimate objections raised?	Salesperson knows prospective customer Customer knows salesperson Customer indicates basic needs Questioning brings out complete needs Customer still asks questions Customer is hesitant or shows little interest Customer needs assurance of ''substitute product'' Customer asks questions Customer answers questions on needs Objections can be overcome with other product advantage	Be sure of customer identification, if not the customer may be offended May pursue ''wrong product'' sale or go beyond customer needs and desires May not develop enough interest in product to close the sale May not withstand the product Customer may insist on nonsubstitute, resulting in loss of sale Name brand absence may result in lost sales Lost sales

(TASK STATEMENT) MAKE SALES PRESENTATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD

DECISIONS	CUES	ERRORS
Can the customer benefit by companion products? Is the customer ready to have the sale ''closed''? Is the salesperson ready for the sale ''closing''? Shall I ''upgrade'' the order? Is sales ready to be closed?	Questions on needs indicate secondary needs The customer would buy other product at competitors Customer indicates desire to order Customer asks no more questions All evidence indicates the customer needs have been met and companion products are to be included Indicates other needs after indicating buying a product Customer is familiar with product performance	Additional $ sales may be lost Poor performance of product sold if companion product is not bought Lost sales May go to competitor - lose customer May determine good performance of the product May not sell. May need to repeat sales presentation.

(TASK STATEMENT) MAKE SALES PRESENTATION

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Sciences Human relations Psychology	Basic Math Skills and Concepts Calculators Basic Measurement PSI (pressures) Tensions (foot pounds) Percentage (mixture)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Explaining product	Clarity of expression Persuasion and sales techniques Terminology - general vocabulary Facial and body features, poise
Reading	Pertinent information concerning product	Instructions, speed/rate, detail/inference, terminology Spelling, memo format, terminology, clarity of expression, usage
Listening	Answering questions Customer statements	Discriminate facts from non-facts, recognize opinions, concentration, logic, and word definition
Viewing	Floor samples	Recognition of symbols, codes, and emblems

(TASK STATEMENT) FOLLOW-UP PAST SALES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Product sold Operation manual Specifications manual Adjustment wrenches Brochure	Familiarize self with the product sales history Check on operation; care, or practices used on the product so that customer may receive maximum benefits Recommend changes in use of product that may eliminate present difficulties Solicit assurances of satisfaction	Machinery operation Customer and operator stay clear of moving parts Avoid fuel explosions If electrical take precautions on electric shock If chemical take precautions on toxic and/or irritation exposure
DECISIONS	**CUES**	**ERRORS**
Has product met standards expected? Are belts or drive chains too tight? Is there improper fuel mixture? Are the feeders too high, water pressure too low, etc.? Can I use this customer for future testimonials?	Customer expresses pleasure or displeasure with product Customer complains concerning operational difficulties Points and features that please	Overemphasized some points that cause customer to expect too much Dissatisfaction may result in poor customer relations. Hard for resale or expansion of sales in the community. May lose best sales material if questions are not asked

(TASK STATEMENT) FOLLOW-UP PAST SALES

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Human relations	Basic Math Skills and Concepts Arithmetic Basic Measurement Pressures (PSI) Tensions (foot pounds) Percentage (mixture)

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Answering questions Explaining product Explaining procedures	Clarity of expression Persuasion Terminology Facial and body features Poise

(TASK STATEMENT) DEVELOP A SALES CAMPAIGN

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Perpetual inventory of consumable materials Calculator Samples of past advertising	Determine item to be promoted Decide date of promotion Select advertising media Choose content of advertising	None

DECISIONS	CUES	ERRORS
Determine whether new product will fit in with sales campaign Do I have proof of need (especially research)? Can I reduce excessive heavy inventory? Will I still have sufficient margins for M/U? Can this product effectively supplement companion sales? Does time effect the campaign sales date? When do I wish to reduce inventory?	Customer inquires concerning new product Research has indicated product usefulness for sales area Cash flow and balance sheet indicates heavy inventory Supplier will participate in the campaign by literature, price, etc. Companion sales are evident Experience tells of seasonal or timely demands Heavy inventory is burdensome	Overstocked or unnecessary expense on promotion Overstocked or unnecessary expense on promotion Cost/selling price may be burdensome after inventory is depleted M/U is not sufficient Customer buys promoted item only Wrong time results in each of sales Cost of replacing inventory

(TASK STATEMENT) DEVELOP A SALES CAMPAIGN

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD

DECISIONS	CUES	ERRORS
Will dates match my research, plans, and etc. Can supplier supply in different quantity at time desired What advertising media is available Choose most effective media Which media gives greatest money returns and stays within budget Can I use as an envelope stuffer Should I use outside (professionals)	Supplier indicates possible dates Supplier indicates readiness for campaign Prospective customer awareness needed Audience selection Records, budget, actual cost of each media Already making monthly mailings to a select customer listing Supplier suggests professional advertising scheme Media provides expertise	May conflict with other dates May have insufficient quantity Non-availability Wrong audience/media match up May exceed budget. May get loans and returns May not get attention desired. May miss potential new customers. Audience values may be in conflict with advertising.

(TASK STATEMENT) DEVELOP A SALES CAMPAIGN

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Psychology	Basic Math Skills and Concepts Use calculators and/or adding machines Percentage Ordering

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Radio advertising	Terminology/general vocabulary, enunciation, clarity of expression, persuasion and sales technique
Writing	Ads	Spelling, description, terminology, general vocabulary, clarity of expression
Reading	Inventory, literature, proposals	Comprehension, terminology, instruction, locating data
Listening	Customer reactions, advertising agency, product salesman	Discriminate between facts and non-facts, recognize opinions, logic

(TASK STATEMENT) PREPARE A SALES TICKET

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Sales ticket Pencil Calculator Price list Tax chart Exemption form	Identify and record Current date Customer name, address, phone Mode of payment Merchandise (description and quantity) Price per unit Extension (line total) Discounts Exemption status Tax Total Customer signs Salesperson signs or identifies	None

DECISIONS	CUES	ERRORS
Customer credit status Determine if discounts apply Determine if customer has exemption status Determine if taxable	Check delinquent customer list, customer identification, credit department Discount policy Exemption number is on file Use sales tax rules if in doubt	Default on payment Over or undercharge Subject to legal penalties (pay penalty) Subject to legal penalties (pay penalty)

(TASK STATEMENT) PREPARE A SALES TICKET

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Accuracy Customer courtesy – relations	Addition, subtraction, multiplication, division, percentage Interpret charts and tables

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Charts, tables and forms	Discrimination between materials, word recognition
Speaking	Questioning (credit information; customer information)	Vocabulary, grammar, diction
Writing	Customer information; goods (quantities) and prices	Legibility, accuracy, completeness
Listening	Customer information; goods information	Concentration

(TASK STATEMENT) FILE SALES TICKET

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Sample sales tickets Filing devices	Determine files that receive copies of the sales ticket Decide procedure the office is using in filing Select proper place for each copy according to office requirement File according to selection of areas	None

DECISIONS	CUES	ERRORS
How many areas does this order need to be recognized in? Are all applicable areas satisfied? Which copies go in which file? Requirements for final filing?	Delivery, order from factory, credit approval, posting, etc. Sales slip is filed alphabetically, recorded by product, and if delivered a copy placed in delivery files Marking or coding on sales slip indicate filing areas Follow office procedures directions	Order may not get delivered, ordered, or credit approved May result in improper billing, inventory loss, or not delivered Misinterpret marking or coding Mis-filed

(TASK STATEMENT) FILE SALES TICKET

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts Sequencing of numbers Indexing

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Interpret sales slip Identify filing areas	Comprehension, informational reports, instructions, locating data
Viewing	Sales slip interpretation Identify filing areas	Visual analysis, memory, logic, recognition of symbols, codes, emblems

(TASK STATEMENT) ESTABLISH CHARGE ACCOUNTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Credit application form Phone book Records Balance sheet	Determine amount of credit that can be extended (the business) Develop criteria to determine customer worthiness of credit Obtain customer information as it relates to criteria established Measure customer data vs criteria	None

DECISIONS	CUES	ERRORS
How much cash flow is needed?	Records Balance sheet	Overextended
What are criteria for judgements?	Seek professional aid from banks, credit agencies, etc.	Overextended resulting in bad charge accounts
Is the customer worthy of an application form	Provide customer application form	Current only – may not reflect future worthiness
Does customer measure up to criteria	Customer application form vs criteria	Mistakes in recording, misinterpretation

(TASK STATEMENT) ESTABLISH CHARGE ACCOUNTS

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Directions for filling out forms	Terminology/general vocabulary, clarity of expression, logic, usage
Reading	Credit application form	Comprehension, informational reports, recommendational reports, locating data
Viewing	Credit application Personal character	Logic, visual analysis

(TASK STATEMENT) USE CASH REGISTER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Cash register Tapes Play money or practice currency	List functions of the cash register List procedure for operation Familiarize self with physical properties of the machine Supply information for proper physical function Render correct change if called for Properly record charge sales Render sales slip	If electrical – prevent shock If moving parts – avoid moving parts Avoid sharp metal parts

DECISIONS	CUES	ERRORS
What advantages does the register offer?	Subtotals, totals, indicates money tendered, change needed, taxable items for tax charge, inventory control, record of sale to customer and business, orderly storage of money, corrects records	Wrong buttons pushed, not have tapes for proper recording, human error in change making, confused money storage
Procedure to follow	All sequential operations are needed for information called for above	Omitted steps may give wrong information
How do I differentiate between physical omissions?	Physical properties result in functions	Misuse may result in wrong functions
What are some possible physical omissions?	Taxes are needed for recording	Missing or improper usage may not give functional results desired
What information does the machine require?	May need number, price taxable, voids, subtotal, etc.	Wrong taxable, wrong pricing, wrong totals

(TASK STATEMENT) USE CASH REGISTER

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD

DECISIONS	CUES	ERRORS
How much does the customer get and what courtesies are shown Decide charge receipt procedure Does customer need sales slip	Identify change rendered to customer - account to him Physical property of machine has place for charge rendering Customer needs sales slip for return, records, etc.	Cash register error May give wrong total for cash in drawer May have difficulties on return

(TASK STATEMENT) USE CASH REGISTER

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts Counting Money change – $

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Prices – keyboard	Locating data, comprehension, instructions
Writing	Charge account information	Description, penmanship, spelling, memo format
Viewing	Prices, keyboard	Visual analysis, memory, logic
Touching	Keyboard operation	Size, shape, pressure, location, safety

DUTY G Transporting Agri-Products in Agri-Businesses and/or Services

1 Assemble products
2 Ship products using railroad
3 Ship products using truck service
4 Ship products using parcel post service
5 Ship products using parcel service
6 Ship products using air freight service

(TASK STATEMENT) ASSEMBLE PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Product to be assembled Tools for assembly Assembly instruction manual	Check all parts and components to be sure all necessary parts for assembly are present Locate assembly instructions and follow the directions contained in them Assemble different component parts to complete the product Do necessary predelivery maintenance	Heavy parts being assembled/personal injury

DECISIONS	CUES	ERRORS
Determine if all components for assembly are present Interpret assembly instructions to determine steps of assembly Decide how component parts fit together to make the complete product Determine what predelivery measures are to be taken	Read packing slip Read assembly instructions Look at picture of complete unit Read predelivery instructions	Product might not function properly Product might break or cause malfunction

(TASK STATEMENT) ASSEMBLE PRODUCTS

SCIENCE	MATH – NUMBER SYSTEMS
Basic Mechanics of Assembly	Counting, ordering, liquid measurement

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Assembly instructions	Skimming, word recognition, letter discrimination
Speaking	With fellow workers	Pronunciation of words, vocabulary, language, awareness of audience, descriptions – accurate, using gestures/facial expressions
Viewing	Pictures of product assembled	Visual analysis, memory, logic, recognition of symbols, codes, and emblems

(TASK STATEMENT) SHIP PRODUCTS USING RAILROAD

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Telephone Shipping papers Pencil	Call railroad dispatcher Order RR cars to the location where products are to be shipped from Load railroad cars Fill out paperwork for railroad transportation Call dispatcher, have cars shipped to desired destination	Product will shift in RR car, may cause damage

DECISIONS	CUES	ERRORS
Decide when to call for railroad cars Determine how to load railroad car quickly to avoid demurrage Decide when to have car picked up	Product is ready to ship Facilities for loading products are in good condition	Order car at wrong time, may not be available Keep car too long, will have to pay demurrage fee

(TASK STATEMENT) SHIP PRODUCTS USING RAILROAD

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting, coorrinate system, ordering, measurement

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Contact by telephone	Terminology
Writing	Fill out transportation paperwork	Terminology, general vocabulary

(TASK STATEMENT) SHIP PRODUCTS USING TRUCK SERVICE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
None	Call truck dispatcher Order truck to pick up products Fill out bill of lading Prepare product for shipment Load product on truck	None

DECISIONS	CUES	ERRORS
Determine when to call for truck Determine which truck line will deliver to the destination desired Determine how to package the product so it will not be damaged on the truck	Product is ready for shipment Truck goes to the area desired Bound up, sharp edges covered	Call the wrong truck line, do not deliver to desired area

(TASK STATEMENT) SHIP PRODUCTS USING TRUCK SERVICE

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting, coordinate system, ordering Measurement

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Contact by telephone	Terminology
Writing	Fill out transportation paperwork	Terminology, general vocabulary

(TASK STATEMENT) SHIP PRODUCTS USING PARCEL POST SERVICE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Telephone Shipping papers Pencil Money Address label	Wrap or package the item Affix address label to the package Take item to post office Inquire about different classifications under which an item may be shipped and the corresponding rates; decide which is best for the item being sent Pay for postage to send the item	None

DECISIONS	CUES	ERRORS
Select proper way to wrap each individual package Select most efficient way to send the package Select proper way to fill out address label	No sharp edges protruding, fragile items marked as such, all pieces protected by packing If the item is valuable it needs to be insured If item needs to get to its destination quickly it needs to be sent by Air Parcel Post	Item may get lost in the mail Item may be damaged in the mail

(TASK STATEMENT) SHIP PRODUCTS USING PARCEL POST SERVICE

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting, ordering, coding, recognize and identify each unit involved by assigning necessary symbols, numerical or literal

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking Reading Writing	Talk to post office attendant Rules applying to packaging and labeling of the item Address label	General vocabulary Instructions Clarity

198

199

(TASK STATEMENT) SHIP PRODUCTS USING PARCEL SERVICE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY -- HAZARD
Telephone Shipping papers Pencil Money Address label	Wrap or package the product Affix address label to the package Call parcel service to have them pick up the package or deliver it to the parcel service for shipment Inquiry about different methods of shipment Pay fee to have package shipped	None

DECISIONS	CUES	ERRORS
Select proper way to wrap each individual package Select proper way to fill out address label Select most efficient way to send the package	No edge protruding, all pieces protected by packing, fragile items marked as such Who is sending the package and who is to receives it? If quickness desired, request air service; if item is vauable, have it insured	Item may get lost in shipment Item may be damaged in shipment

(TASK STATEMENT) SHIP PRODUCTS USING PARCEL SERVICE

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting, ordering, coding, recognize and identify each unit involved by assigning necessary symbols, numerical or literal

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Talk to parcel agent on phone or personal contact	General vocabulary
Reading	Rules applying to packaging, labeling and shipping the package	Instructions
Writing	Address label	Clarity

(TASK STATEMENT) SHIP PRODUCTS USING AIR FREIGHT SERVICE

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Telephone Shipping papers Pencil Money Address label	Package the product Affix address label to the product Call air freight service to have the package picked up or deliver the package for shipment Fill out necessary paperwork Pay for the air freight service	Item may be heavy/personal injury

DECISIONS	CUES	ERRORS
Select the proper way to package the product Select the proper way to fill out address label Select an air freight service that will deliver the product to the required destination	Product protected by packing, no sharp edges protruding, fragile items marked as such Sender and receiver listed Direct service from shipping city to receiving city	Item may get lost Item may be damaged

(TASK STATEMENT) SHIP PRODUCTS USING AIR FREIGHT SERVICE

SCIENCE	MATH – NUMBER SYSTEMS
None	Counting, ordering, coding, recognize and identify each unit involved by assigning necessary symbols, numerical or literal

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Telephone or personal contact with air service agent	General vocabulary
Reading	Rules applying to packaging, labeling, and shipping the item	Instructions
Writing	Address label, paperwork	Clarity

DUTY H Storing Agri-Products in Agri-Businesses and/or Services

1 Select storage - commercial vs farm
2 Store products in proper environment
3 Store products in proper form

(TASK STATEMENT) SELECT STORAGE – COMMERCIAL VS FARM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Calculator Records Projected farm plans	Identify advantages of farm storage Identify existing storage facilities on the farm concerned Identify advantages of commercial storage Identify existing commercial storage Determine additions needed to be added to existing farm storage facilities to meet adequate storage standards Weigh both options and determine desired mode of storage	None

DECISIONS	CUES	ERRORS
How important is time saved and amount of return on capital invested? Constituents of farm storage? Can commercial storage alleviate time, risk, or capital return investment? Constituents of commercial storage? What are adequate storage standards?	Time saving at harvest Pay self for services provided by commercial Grain bins, drying equipment, handling equipment - (capacities, condition, and age) Big lines at harvest time, risk transfer and money invested in storage facilities Bins, silos, drying equipment, handling equipment (capacities, condition, and age) Existing facilities improvement and	Miscalculations on time and returns Incorrect measurements, improper records give wrong assessment Miscalculations Incorrect measurements, improper records, give wrong assessment Overexpansion - too high investment

(TASK STATEMENT) SELECT STORAGE – COMMERCIAL VS FARM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD

DECISIONS	CUES	ERRORS
Which option best meets the situation at hand?	**additional facilities to meet standard requirements** Weigh options against present and projected need	Wrong projection

(TASK STATEMENT) SELECT STORAGE – COMMERCIAL VS FARM

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts Use of calculation Geometry Algebra

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Speaking	Answer questions	Clarity of expression, usage, vocabulary terminology
Listening	Response to questions	Terminology, discriminate facts from non-facts, recognize opinions, note talking
Viewing	Drawings	Visual analysis, logic

(TASK STATEMENT) STORE PRODUCTS IN PROPER ENVIRONMENT

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Testing equipment for determining moisture, physical condition, etc Record forms Calculator Product information	Determine products to be stored Determine ''storability'' of products Determine factors that effect ''storability'' Select environment compatible to ''storability'' of product Record storage information concerning product	None

DECISIONS	CUES	ERRORS
What products handled require storage?	Some products are perishable, toxic, dated, prone to theft	Improper storage
What are specific factors of specific products that related to storage?	Different products react differently	Improper understanding of factors
What environmental and physical properties exist to affect storage?	Products have different and unique make-up	Poor understanding of the product
Environmental conditions resulting in safe product storage?	Environmental conditions affect product storage	Improper storage
Information needed by customer?	Storage charges, inventory, reference	Record mistakes

(TASK STATEMENT) STORE PRODUCTS IN PROPER ENVIRONMENT

SCIENCE	MATH – NUMBER SYSTEMS
Biology Bacteriology Chemistry Entomology Physical Science	Basic Math Skills and Concepts Algebra Geometry Use of calculator Linear measuring Percentage Proportion Ratio

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Literature	Interpretation, informational reports, comprehension, locating data, instructions
Writing	Records	Legible, penmanship, spelling, memo format, description, clarity, logic
Viewing	Inspect product or storage	Visual analysis, logic
Touching	Inspect product or storage	Temperature, texture
Sensing	Inspection of product or storage	Smell (odor), taste (change)

217

218

(TASK STATEMENT) STORE PRODUCTS IN PROPER FORM

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Product information Testing equipment Record forms Calculators Storage facilities information	Determine products to be stored Identify physical and chemical characteristics of each product Determine how each characteristic may affect product storage Select proper form in which to store each product Record storage information concerning product	None

DECISIONS	CUES	ERRORS
What products handled require storage?	Some products are not stable, may lose quality or quantity	Improper handling
What are the specific factors, involving these products, relating to physical or chemical characteristics?	Different products react differently	Improper recognition of reactions
What are the specific chemical and physical reactions existing to affect product storage?	Products each have a different and unique make-up	Improper recognition of reactions
What are the proper forms in which to store products?	Storage form affects product storage	Improper storage
Information needed by business and customer?	Place, shape, container type, time and method of storage	Record mistakes

(TASK STATEMENT) STORE PRODUCTS IN PROPER FORM

SCIENCE	MATH – NUMBER SYSTEMS
Biology Chemistry Physics	Basic Math Skills and Concepts Algebra Geometry Use of calculator Percentage

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	To read literature	Interpretation, informational reports, comprehension, locating data, instructions, logic
Writing	Records	Penmanship, memo format, spelling, clarity, logic, description
Viewing	Product inspection	Visual analysis
Sensing	Product inspection	Smell, taste

DUTY I Marketing Agri-Products in Agri-Businesses and/or Services

1 Grade products
2 Standardize products
3 Finance products to be marketed
4 Disseminate market information
5 Select market
6 Identify marketing problems
7 Speculate on futures
8 Price products
9 Determine market units

(TASK STATEMENT) GRADE PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Grade charts Grade literature Grading equipment Recording equipment Identification equipment	Identify product to be graded Familiarize self with grade standard of that product Assemble product to be graded Measure product vs grade standard Identify product by grade Record identification	Animals – kicking, crushing, goring Crops – climbing, suffocation Animal products – burning, cuts, infection, moving parts of machinery

DECISIONS	CUES	ERRORS
What grading criteria must I conform to? Do I need entire product, entire shipment, or representative sampling? Is my grading meeting criteria standards? Does identification meet grade criteria? What is the method of recording	Each product has own criteria for grading with respect to geographic location if applicable Some products lend self to sampling, other do not Continually check against standards, i.e., color, flavor, watery whites, etc All products of a grade have similar quality within limitations Products have specific identification	Improper identification Improper grade due to mis-information of criteria Improper sampling graded Human factor may cause discrepancies Improper grading Improper identification

(TASK STATEMENT) GRADE PRODUCTS

SCIENCE	MATH – NUMBER SYSTEMS
Bacteriology Entomology Biology Chemistry Physics Behavioral Science Human relations	Basic Math Skills and Concepts Weighing Measuring Percentage Ratio

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Grade literature and standards	Terminology, locating data, instructions, informational reports
Writing	Reports	Penmanship, spelling, description, terminology, clarity
Viewing	Product discrimination	Visual analysis, recognize symbols and codes
Touching	Product discrimination	Size, shape, texture, movement
Sensing	Product discrimination	Smell, odor, taste

226

227

(TASK STATEMENT) STANDARDIZE PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Formula for standardization Calculator Scales Testing equipment	Identify product to be obtained Determine desired properties of the product Select acceptable formula for standardization Identify and record product	Machinery – avoid moving parts Chemicals – toxicity Suffocation Falling
DECISIONS	**CUES**	**ERRORS**
What does our market demand? Is correct formula obtained? Were desired results obtained? Be sure product does not lose identification	May standardize for market Market only accepts favorable range Meets standards Product desired needs to be identified after obtained	Misjudge market Misjudge market Does not meet standards Loss of identification

(TASK STATEMENT) STANDARDIZE PRODUCTS

SCIENCE	MATH – NUMBER SYSTEMS
Physics Chemistry Biology	Basic Math Skills and Concepts Algebra Percentage Geometry Calculation Ratio

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Formula	Informational reports, instructions, locating data, terminology
Viewing	Reading scales, charts	Visual analysis, recognition of symbols and codes
Touching	Product acceptance	Texture, temperature, movement

230

231

(TASK STATEMENT) FINANCE PRODUCTS TO BE MARKETED

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Records Calculator Cash flow Balance sheet Contract forms Outlook information Literature (yield charts)	Identify products to be marketed Determine if financing (forward contracting) is compatible with customer needs and company abilities Determine worthiness of applicant File proper credit extension instruments for forward contracting	None

DECISIONS	CUES	ERRORS
Will budget allow for financing? Shall I offer financing? Do I need to alter contract forms? Can he furnish reliable credit application?	Is farmer asking for it? Will it build my business? Will budget allow for it? Market outlook (may be unfavorable) Character Repayment capacity Collateral	Misinterpret farmer attitudes or business projections Overstretching budget Lose money due to incorrect changes in contract form Misjudgement of applicant

(TASK STATEMENT) FINANCE PRODUCTS TO BE MARKETED

SCIENCE	MATH – NUMBER SYSTEMS
Behavioral Science Psychology	Basic Math Skills and Concepts Use of calculator Percentages Ratios Read and interpret charts

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Contract literature (charts)	Terminology, informational reports, interpretation, locate data
Writing	Contracts, business letters	Penmanship, spelling, terminology, memo format, business letters, clarity, logic
Listening	Answering questions Collecting information Direct questions Give answers Screening applicants	Discriminate facts and non-facts, logic, note taking Discriminate facts from non-facts, logic and note taking Visual analysis

234

235

(TASK STATEMENT) DISSEMINATE MARKET INFORMATION

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Bulletin boards Advertising media rates Market bulletins Newsletters	Determine information to disseminate Decide on recipients of the information Select methods of dissemination Obtain market information for dissemination	None

DECISIONS	CUES	ERRORS
What information do my customers and prospective customers need? Can I use an advertising "gimmick?" Who benefits from the information? Which method keeps me competitive? Method furnishing greatest $ return Where can market information be obtained?	Inquires on grain prices, cattle, etc What are you paying for grain, etc. Customers inquire as to markets Customer and competition response Review advertising media rates Market tickers, livestock auction	May furnish information not in great demand Loss on dissemination May supply wrong audience Loss of business to competitors Price of advertising may not warrant returns Wrong prices, etc

(TASK STATEMENT) DISSEMINATE MARKET INFORMATION

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading Writing	Market information Market reports	Comprehension, locating data Clarity, terminology, legibility, reports

(TASK STATEMENT) SELECT MARKET

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Yellow pages of phone book References on potential markets	Identify product to be marketed Determine markets available List advantages each market offers List any disadvantages each market has Measure markets against situation of market desires Select on basis of best measurement	None

DECISIONS	CUES	ERRORS
What are options available? What am I needing in a market? What best suits my situation?	Options available Price, distance, time, frequency, reputation Favorable aspects of the respective markets	May not be aware of options Misinformation Misjudgment

(TASK STATEMENT) SELECT MARKET

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	References, reports	Comprehension, informational reports

(TASK STATEMENT) IDENTIFY MARKETING PROBLEMS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Yellow pages of the phone book Market reports Maps References on markets	Identify product marketed Determine existing marketing facilities List characteristics of the product that need to be considered in marketing List characteristics of the marketing agency	None

DECISIONS	CUES	ERRORS
Marketing outlets available Treatment needed for product marketing Will marketing agency meet demands of the product to be marketed	References, yellow pages Perishable, bulk, further processing Time, frequency, reputation, place	May not obtain all sources Misjudgment results in losses Misjudgment results in losses

(TASK STATEMENT) IDENTIFY MARKETING PROBLEMS

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Reports, references	Comprehension, informational reports

246

247

(TASK STATEMENT) SPECULATE ON FUTURES

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Market reports List of brokers and exchanges Calculator	Identify product List acceptable brokers and exchanges Determine volume to be speculated upon Familiarize self with market situation and outlook Decide on speculative investment on basis of outlook information and present market	None

DECISIONS	CUES	ERRORS
What broker and exchange best meets my situation?	Yellow pages, published lists	Selection of wrong broker
How much do I have budgeted for speculation?	Stocks on hand, outlook, etc.	Might not be able to afford loss
Will speculation aid in protection of stored product?	Hedging may prevent excessive gains or losses	Excessive losses
When can information be gained?	Trade publications, market reports and formal education	Wrong or inaccurate publications result in wrong decisions

(TASK STATEMENT) SPECULATE ON FUTURES

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts Geometry Ratio Percentage

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Reports, publications	Comprehension, instructional reports

(TASK STATEMENT) PRICE PRODUCTS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Calculator Suggested lists from manufacturer	Identify products to be priced Determine mark-up needed to meet proposed company projections of profits Decide whether mark-up maintains competitive position Recognize pre-priced products Apply pricing formula	None

DECISIONS	CUES	ERRORS
Does the company have an accurate mark-up projection? Does competition exist? Is there a recommended or stated (suggested) retail price by manufacturer?	Salesman, company literature, actual company records Competitors handling similar products Market containers, published prices	Insufficient mark-up to give a profit Loss of customer to competitor Loss of customer to competition

(TASK STATEMENT) PRICE PRODUCTS

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts Percentage Ratio Use of calculator

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Market information, company literature	Informational reports, locating data, comprehension
Writing	Marking and coding packages	Emblems, codes, legible
Viewing	Product recognition	Codes and emblems

(TASK STATEMENT) DETERMINE MARKET UNITS

TOOLS, EQUIPMENT, MATERIALS, OBJECTS ACTED UPON	STEPS	SAFETY – HAZARD
Standard weights and measures Calculator	Identify product List unit in which product is bought List unit in which product is sold Determine applicable standards of weights and measures Apply standard weights and measures to determine units	None

DECISIONS	CUES	ERRORS
Can weights and volume apply equally to all products? Do I have any basis to determine units? Do weights and measure standards exist? How to convert?	All products vary in weight and volume Products are non-standardized Standard weights and measure charts Multiply, divide	Wrong measurement Wrong unit designated Math Math

(TASK STATEMENT) DETERMINE MARKET UNITS

SCIENCE	MATH – NUMBER SYSTEMS
None	Basic Math Skills and Concepts Calculator

COMMUNICATIONS

PERFORMANCE MODES	EXAMPLES	SKILLS/CONCEPTS
Reading	Standard charts	Interpretation, locating data

258

259